

THE LEADER

Where the Price
is Right

"THE STORE OF THE PLAINS"



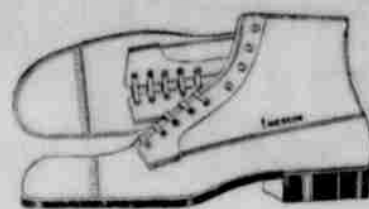
ANNOUNCEMENT

We are glad to announce that our buyers are now at the markets looking after the needs of the public for the coming fall and winter. Soon the new lines will be coming in and we will be glad to show you all the new things and quote you the new prices. Our stock will be well assorted and complete and the prices will be as low as one will be able to find anywhere. Come to our store where the price is right.

MEN'S CLOTHING DEPARTMENT

If you need a new fall suit try one of our Society Brand Double Service Suits, they are the best to be had and the fit is always perfect. No tailor made can fit more perfectly. If you wear a Society Brand you always feel dressed up. Try one and get the habit.

MEN'S SHOES



If you want a shoe for dress, for work or play, we have it. We are making some very attractive prices on Men's Shoes so if you want a good shoe for little money, we have it and they are dependable brands that insures service, style and comfort. We have them in all the prevailing colors for the fall and winter wear.

MEN'S DEPARTMENT

New Silk Shirts in all the materials and colors, so cool and comfortable for these hot summer days and they too, are economically priced. They are the Jersey, Crepe de Chine, and Pussy Willow that stand so much wear and wash.

LADIES' UNDERWEAR DEPT.



We are making some real reductions in our ladies' underwear dept. You know it is the famous Carter line and that means the best so if you need something real nice try a Carter's Union, they mean long wear and extreme comfort.

SATURDAY'S SPECIALS

Watch our Saturday Specials as we are making some very attractive prices in many lines for Saturday and Monday to clean up for new goods. This is perfectly good merchandise but we want to clean it up so as to make room for our new goods.

THE VOGUE EMPORIUM

All \$25 Hats now.....\$10
All \$12 and \$15 Hats now.....\$5
We are still offering our entire stock of summer hats at extremely low

prices to close out to make room for our new fall stock soon to arrive. Come in and secure one of these bargains as they won't last long.

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